

## Pantaloons unveils new look for Lucknow store

~ India's most loved TV Bahu, Hina Khan unveils the 10000 sq. ft. store ~

**Lucknow, 23rd September, 2017:** Pantaloons, India's leading family fashion destination from Aditya Birla Fashion and Retail Ltd transformed its Sahargunj store, making it **bigger and bolder**. To celebrate this momentous occasion, India's most loved TV Bahu of "Yeh Rishta Kya Kehlata Hai" fame launched the store in its new avatar. The **new-look store**, spread across **10000 sq. ft.** is designed to give consumers a truly incredible shopping experience.

The store promises to be one of the most sought after, **one-stop shopping destinations** for men, women and kids, offering **WOW FASHION AT WOW PRICES**. The sprawling, new store is aesthetically designed with vibrant colors and has **strengthened its women's western wear offering**.

**Gaurav Chakravarty, Head Marketing & Loyalty, Pantaloons** said, "At Pantaloons, we understand the constantly evolving fashion palate of our consumers and we work towards creating enhanced shopping experiences, to ensure we remain the **one-stop shopping destination** for them. We are delighted to introduce our store in its **brand new avatar** to our Lucknow consumers. The store will now offer the latest **festive collection**, a huge array of **new brands** and **exciting offers**."

**Best Collection in Store:** Pantaloons festive collection is just fantastic. The design philosophy at Pantaloons is to create fashion that makes customers find a "New You" every time they shop. So while Pantaloons captures the season's trends like cold shoulders, crop tops, statement tees, bardo dresses, embroidered and patched denims, badges, asymmetric and long length kurtas, jewel tone and printed shirts, etc., in their collections, they ensure that they are offered to customers at truly **WOW prices**.

Pantaloons is undoubtedly the **denim destination** and with its wide range, it is sure to leave customers spoilt for choice. From gym to street look with the **athleisure** range, to a delightful **party collection**, to spunky **street wear** from SF Jeans, Pantaloons is poised to be the favourite hangout for the youth this shopping season.

### Best Brands in Store:

**Women's Western Wear:** AND, Annabelle, Kraus, Jealous 21, SF Jeans, BARE Denim, Honey, Ajile

**New In-store:** Young and casual collection from **Zink London** and trendy, party-wear collection from **Forever Glam**

**Women's Ethnic Wear:** BIBA, Trishaa, W, Rangmanch, Global Desi, Akkriti

**Men's Wear:** Louis Philippe, Peter England, Allen Solly, John Miller, Richard Parker, LEVI'S, PEPE, Spykar, SF Jeans, Bare Denim, Louis Philippe Sport, Peter England Casual, Byford, RIG, Urban Eagle, Ajile, Indus Route

**New In-store:** Effortless, casual range from **Spiritus**

**Kid's Wear:** Chirpie Pie, Chalk, BARE, Poppers

**Best Offer in Store:** Pantaloons offers unbeatable offers that have been designed keeping our customers' convenience in mind. One can shop across multiple visits, club purchases across multiple visits and upgrade to grander gifts:

- Classy **Skybags Large Trolley bag** worth Rs. 9,990, on shopping for Rs. 25,000 for just Rs. 1499, or
- Classy **Skybags Cabin Trolley bag** worth Rs. 5,830, on shopping for Rs. 15,000 for just Rs. 999, or
- A premium **Borosil 17 pcs dinner set** worth Rs. 2,250 on shopping for Rs. 7,000 for just Rs. 399, or
- **FnS 18pcs Cutlery set** worth Rs. 1495 on shopping of Rs. 4500 for just Rs. 149

### **About Pantaloons**

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is one of India's largest and fastest growing big box fashion retailers. Constantly innovating designs, concepts and products by infusing the latest trends in fashion and clothing styles, Pantaloons has a repertoire of lifestyle brands to cater to every consumer's needs across multiple occasions.

The first Pantaloons store was launched in Kolkata in 1997. Over the years, the brand has undergone an evolution process to bring to life compelling trends and styles catering to every fashion need for women, men and kids.

### **About Aditya Birla Fashion and Retail Limited**

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity. It altogether hosts India's largest fashion network with over 8,000 points of sale in over 700+ cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

### **For further information, please contact:**

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